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**NOTED COSMETIC EYELID SPECIALIST, B. BRUCE MYERS MD FACS, RETAINS
TRANSMEDIA GROUP TO PROMOTE HIS VISION**

BOCA RATON, FL., August 17, 2009- Oculoplastic Surgeon, Dr. B. Bruce Myers (www.myerseye.com), stays focused on what he knows inside and out-- eyes; and has retained TransMedia Group to educate people across the country about the newest techniques in cosmetic eyelid surgery.

“Dr. Myers is concerned about the uptick of patients coming to him to correct and re-do blepharoplasties,” said TransMedia Group CEO Tom Madden. “Most had gone to cosmetic surgeons who claim to ‘do it all.’ Well, an expert in everything is a specialist in nothing and we’re excited to share Dr. Myers’ expertise and advice and teach people the difference.”

Dr. Myers is among an elite group of less than 500 surgeons worldwide who are board certified and specialize in ophthalmic plastic and reconstructive surgery. He is credited with developing less-invasive procedures that give patients less downtime. Additionally, Dr. Myers is often called upon to address difficult cosmetic eyelid cases and give a second opinion. Having performed thousands of blepharoplasties, or cosmetic eyelid procedures, Dr. Myers understands the facial changes that occur with aging; enabling him to safely create a natural look without compromising the eyelid’s function.

“Whether a patient’s complaint is droopy, hooded upper lids; swollen, baggy and tired-looking lower lids; or descending eyebrows, there are a wide-variety of surgical approaches,” said Dr. B. Bruce Myers. “All of my techniques are dedicated to artful aesthetics that also focus on recapturing the eye’s youthful form, while preserving healthy function and giving a natural, refreshed appearance.”

Also Board-certified in ophthalmology, Dr. Myers is a Complete Cosmetic Eye Specialist in that he can also surgically correct both near and far vision-- keeping patients from covering their youthful eyes with glasses. He is a pioneer in the usage of the newest refractive lens implant technology.

“Using television, radio, print and web-based media, TransMedia Group will educate baby boomers and seniors on the advancements in oculoplastic and cosmetic vision correction technology. Dr. Myers will explain all aspects- from the questions patients should ask to advanced diagnostic testing they should seek,” said Madden. “He is committed to being *the* cosmetic eyelid and vision resource.”

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